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FM AMEMBASSY MASERU
TO RUEHC/SECSTATE WASHDC 3614
INFO RUCNSAD/SADC COLLECTIVE
RUEHMR/AMEMBASSY MASERU 4029

UNCLAS MASERU 000084

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DEPT ALSO FOR IIP, AF/S

E.O. 12958: N/A

TAGS: [OIIP](#) [KPAO](#) [SCUL](#) [OEXC](#) [LT](#)

SUBJECT: LESOTHO: SPEAKER REQUEST ON THE HISTORY OF HIP HOP

¶1. PROGRAM DESCRIPTION: Embassy Maseru requests a speaker to capitalize on the growing influence of hip hop music and associated poetry among youth in Lesotho. In connection with Embassy Maseru's MSP goal of "Promoting Mutual Understanding and Support for Foreign Policy," post requests a speaker qualified to speak about the history and development of hip hop as a popular music form in the United States. Radio presenters, who have great influence on Lesotho's youth, will be a key target group. The presenter should be able to present hip hop, as well as rhythm and blues, as the backbone of much of today's popular music. The speaker should discuss the progression of hip hop from its early days to the present, the influence that hip hop has on society, as well as the perceived positive and negative social aspects of hip hop. The presenter should use music, video, and images to create a compelling vision of hip hop as an art form.

¶2. TIME FRAME: We hope to program the speaker for a period of one week. We would like to arrange the program as soon as practicable.

¶3. PURPOSE OF THE PROGRAM: Through presenting hip hop as a global phenomenon which is deeply rooted in the American experience, we hope to show youth audiences the impact which the United States has in defining "cool" in the global youth culture. We hope to use hip hop as a tool to persuade young Basotho audiences to take a second look at America apart from certain negative images in the world media which have taken hold among Lesotho's college students. As stated above, this request is firmly supported by post's Mission Strategic Plan.

¶4. AUDIENCES: Post will arrange speaking events for this individual including presentations to universities and high schools, to young music industry artists, to media professionals, and to broad audiences through media events and guests spots on popular radio programs.

¶5. PROPOSED TOPICS AND NATURE OF EVENTS: As stated above, the speaker should discuss the progression of hip hop from its early days to the present, the influence that hip hop has on society, as well as the perceived positive and negative social aspects of hip hop. The presenter should use music, video, and images to create a compelling vision of hip hop as an art form. If the speaker and local radio stations agree, part of the program may take the form of radio shows.

¶6. LANGUAGE REQUIREMENT: English.

¶7. PROGRAM OFFICER AND CONTACT INFORMATION:

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¶8. SPECIAL CONSIDERATIONS: Embassy Maseru would support sharing this speaker with other interested posts.

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